

Rebuild America in NY Finds Partner in ENERGY STAR®

The New York State Energy Research and Development Authority (NYSERDA) is tapping Rebuild America and ENERGY STAR® in an effort to improve energy efficiency throughout the state under a new initiative, **Rebuild New York's Communities**. This coordinated effort will champion the ENERGY STAR® label as a simple way for consumers to identify energy-efficient products and services. The initial effort is focusing on the cities of Buffalo, Albany, Syracuse, Binghamton, Poughkeepsie and surrounding areas. Each of the participating regions, which collectively represent 36 percent of the state's population, are joining Rebuild America and developing action plans.

Rebuild New York's Communities will serve as an umbrella for NYSERDA initiatives designed to raise local awareness of energy issues and to stimulate demand for energy efficiency at the community level. **Rebuild Niagara Frontier**, which encompasses the eight western-most counties of the State, including Erie County and the City of Buffalo, is the first of New York's Communities to embrace the Rebuild America program. The effort has generated widespread support from city and county officials such as Buffalo Mayor **Anthony M. Masiello** who views the Rebuild America partnership as an opportunity to "meet a most critical need -- reducing high energy costs in order to stabilize our neighborhoods, create jobs, stimulate economic growth and protect the environment in the City of Buffalo."

The ENERGY STAR® Public Awareness Campaign and

market transformation program are leading a high-profile launch of the Rebuild New York's Communities effort in each region. Gov. **George E. Pataki** has recorded radio and television public service announcements to promote the program. The ENERGY STAR® campaign is up and running in Buffalo and Albany, and is scheduled to begin in Syracuse and Binghamton this fall.

This \$12 million statewide effort promotes consumer recognition, understanding and demand for the ENERGY STAR® label, and assures the availability of these products to consumers. Numerous retailers have signed up to be ENERGY STAR® partners and will participate in special events and promotions surrounding the project. In addition, NYSERDA will use its considerable expertise in the residential sector to link the ENERGY STAR® Homes label with their upcoming Residential New Construction Program in an effort to broaden the scope of Rebuild America efforts in New York.

The Rebuild America and ENERGY STAR® programs are helping NYSERDA by working with local communities, businesses, and institutions statewide to implement sustainable technologies and programs based on energy efficiency and renewable energy.

NYSERDA reports that the initial response to Rebuild New York's



Rebuild New York's Communities

Communities has been highly favorable and that individuals and groups outside the targeted regions have expressed interest in participating. This bodes well for Rebuild America efforts to make an impact in New York State.

For more information, contact Margaret Neville of NYSERDA at man@mailgate.nyserdera.org or phone 518-862-1090 (ext. 3368).

Bridgeport Efficiency

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The first phase of the City of Bridgeport's retrofit plan targets seven buildings comprising 400,000 square feet. A successful lighting project in the 52,000 square-foot Health & Welfare Building has been completed. The City has also achieved significant savings with the installation of LED traffic signals.